

Training Announcement

Web Authoring Workshop

National Park Service

Office of the Chief Information Officer

National Conservation Training Center

Shepherdstown, West Virginia

October 4 - 8, 2004

This introductory through intermediate-level course will allow participants to design and create web pages and web graphics using commercially available software. The class will be useful for anyone who is building or maintaining web pages for any park or office. Topics covered: NPS ParkNet publication policy, philosophy and support structure, the Park Profiles and InsideNPS systems, Web accessibility, creating thematic, interpretive pages, site planning and management, building web sites using Macromedia Dreamweaver MX 2004, creating and optimizing graphics using Macromedia Fireworks MX 2004, color considerations, tables and other formatting tools, working with Cascading Style Sheets, and uploading files using both Dreamweaver and Ipswitch WSFTP software.

INSTRUCTORS: Tom Davies, Wyndeth Davis, and Eric Sheetz.

PARTICIPANTS: NPS employees, volunteers, co-operating association employees and other federal government employees who are responsible for creating and maintaining web sites. *Participants must be familiar with Windows desktop and file management, and should be familiar with basic HTML coding. Pre-workshop readings should give you sufficient background.*

COURSE DATES: October 4 - 8, 2004

COURSE LENGTH: 36 hours (Monday - Thursday 8:30 – 4:30, Friday 8:30 – 12:30)

CLASS SIZE: 20 participants

LOCATION: U.S. Fish and Wildlife Service
National Conservation Training Center
Shepherdstown, West Virginia
<http://training.fws.gov/>

TUITION: \$125 to cover the cost of the computer lab. Applicants must complete the enclosed SF182 (including chargeable account number) and submit it with their application

LODGING: Lodging and meals will be on campus at NCTC. Cost of lodging and meals is \$98.00 per day for NPS employees. You must arrange your own transportation to and from the airport if you are flying in. There is a shuttle that runs from Dulles to the training center. There are also shuttles that run from BWI and Reagan National to Dulles.

FUNDING: Benefiting accounts to fund tuition, travel and per diem.

REGISTRATION
PROCEDURES: Complete both the enclosed nomination *and* the SF-182 and mail, eMail,
or FAX to

Tom Davies
National Park Service
Northeast Regional Office
200 Chestnut Street
Philadelphia, PA, 10106

FAX 215/597-0351

Applications must be received no later than COB **August 27, 2004.**

Applicants will be notified by COB September 3, 2004

**Applications without a valid account number on the SF182 will not
be considered.**

COURSE
COORDINATOR: Tom Davies
215/597-7890
tom_davies@nps.gov

Web Authoring Workshop D R A F T Agenda

National Conservation Training Center

October 4 - 8, 2004

Agenda and Session Objectives

Notes:

- The material presented may be adapted to reflect the on-going redesign of ParkNet and DOI guidelines regarding web publishing.
- The pacing of the class and other outside factors may affect the actual schedule, but all material listed will be addressed.
- We will be learning Dreamweaver and Fireworks on a just-in-time basis, learning parts of the software as they are needed, rather than first one, then the other. This better reflects real-world working conditions and has proven to provide a better learning experience.

Monday 8:30 a.m.

- Opening, Introductions, NPS ParkNet Policy
 - Ground rules
 - Meet this week's support system
 - Like the NPS, ParkNet is a system of websites with guidelines common to all
 - ParkNet is a distributed effort
- Park Profiles and InsideNPS
 - The Profiles and Inside systems and their many features
 - Like the Web itself, Profiles and InsideNPS are living, changing things
- Server Efficiency
 - The need for small file size
 - Analyzing statistics

Monday 1:00 p.m.

- Design Fundamentals
 - Four principles of design and how they apply to the web.
 - Design challenges specific to the web (such as screen size and orientation, font and color selection, bandwidth, navigation, dot pitch, etc.)
- Planning a site
 - Use a planning grid to plan a well-organized web site
 - Explore the role of existing planning documents in the development process
 - Know the importance of establishing clear file naming conventions
 - Understand the importance of a well-integrated and diverse planning team
- Basic HTML
 - Recognize proper HTML as the basis of a successful web page
 - Understand the principles of opening, closing tags and attributes
 - Troubleshoot a sample HTML page
 - The advantages of "clean code"
- Dreamweaver
 - Use the Site Inspector to build and organize a site
 - Describe the uses for the most common palettes and windows
 - Use keyboard shortcuts for the most needed windows
 - Know how to set up the screen for the most efficient use of available space

- Create a page that incorporates graphics and links
- Control text and graphics using the Property Inspector

Tuesday 8:30 a.m.

- Accessibility
 - Our obligation to make ParkNet accessible to all people, including people with disabilities
 - Name two sources of guidance/assistance for evaluating web page accessibility
 - Become familiar with Section 508 guidelines for Information Technology accessibility
 - Know where to find federal standards for accessibility of Information Technology
 - Demonstrate 3 techniques for correcting deficiencies
 - Name 2 user-end devices for translating /reading web content
 - Name 5 of the principles of Universal Access, and identify examples in existing web pages
- Dreamweaver
 - Create image maps
 - Describe the advantages of and use templates and library items in their web sites
 - Describe the advantages of and create and use style sheets in their web sites, and work with existing style sheets on ParkNet
 - Working with existing expanded page templates
 - Describe Macromedia Extensions and how very useful they can be

Tuesday 1:00 p.m.

- Fireworks
 - Modify and optimize scanned or digital camera images
 - Describe the differences between gifs and jpgs and their advantages and limitations for different applications
 - Create banners and background images
 - Creating menus in fireworks
 - Optimize and export graphics for maximum quality and color depth
- Directed play
 - Apply skills gained in the preceding sections to create optimized graphics and images for your park's site

Wednesday 8:30 a.m.

- Q&A on Monday's and Tuesday's material
- Warming the Web – Creating Compelling Content
 - List tangible resources, intangible resources, and universal concepts of your site
 - Describe special considerations in writing for the Web
 - Profiles In Brief - A golden opportunity
 - Review existing sites that are good or approach goodness to determine why they are so
- How to set up and use FTP
- Continue applying new knowledge to your site under the loving guidance of the instructors. During this session you can ask for an individual critique of your existing or planned site.

Thursday 8:30 a.m.

- Q&A and Work on own material
- Work on own material
- During this session you can ask for an individual critique of your existing or planned site.

Friday 8:30 a.m.

- Frantic, last-minute wrap-ups
- Reviews of the participants' work

Friday 11:30 a.m.

- Conclusions and commencement. Leave by 12:30 p.m.
- Please do not schedule departure for earlier than 12:30 p.m..

<h1 style="margin: 0;">REQUEST, AUTHORIZATION, AGREEMENT AND CERTIFICATION OF TRAINING</h1>				A. Agency, code agency subelement and submitting office number (Example-xx-xx-xxx)		01		B. OFFICE USE ONLY							
										C. Request status (Mark (X) one)				02	
										Initial or Resubmission		Correction or Cancellation			

Section A - TRAINEE INFORMATION															
1. Applicant's name (Last-First-Middle Initial)				Enter first 5 letters of last name		03		2. Social Security Number		04		3. Date of birth (Year and month)		05	
												(Example - born January 14, 1943 shown as 43/01)			
4. Home address (Number, street, city, State, ZIP code)						5. Home telephone				6. Position level (Mark (X) one only)					
						Area code		Number		a. Non-supervisory		c. Manager			
						b. Supervisory		d. Executive							
7. Organization mailing address (Branch-Division/Office/Bureau/Agency)						8. Office telephone				9. Continues Service		10. Number of prior non-government training days			
						Area Code		Number		Extension				Years Months	
11a. Position title/function															

Section B - TRAINING COURSE DATA																	
15a. Name and mailing address of training vendor (No., street, city, State, ZIP)								15b. Location of training site (If same, mark box) ----- →									
National Park Service								USFWS NCTC, Shepherdstown, West Virginia									
16. Course title ad training objectives (Benefits to be derived by the Government) Web Authoring – Competence with creation of Web pages and graphics, understanding of NPS Internet and Intranet Policies																	
17. Catalog/Course No.		18. Training Period (6 digits)			06		19. No. of course hours (4 digits)			07		20. Training codes (See instructions)					
			Yr	Mo	Day	a. During duty		36		a. Purpose					Code		
		a. Start		04	10	04	b. Non-duty		36						c. Source		
		b. Complete		04	10	08	c. TOTAL		36						b. Type		d. Special interest
AGENCY USE ONLY																	

Section C - ESTIMATED COSTS AND BILLING INFORMATION						Section D - APPROVALS							
21. Direct costs and appropriation / fund chargeable						26a. Immediate supervisor - Name & title						Area code/Teel. No./Extension	
Item		Amount		Appropriation / fund									
		Dollars	Cents										
a. Tuition		125	00			b. Signature						Date	
b. Books						27a. Second-line supervisor - Name & title						Area code/Teel. No./Extension	
c. Other (Specify)													
d. (Enter 4 digits in 12 Dollar column TOTAL)						b. Signature						Date	
22. Indirect costs and appropriation / fund chargeable						28a Training officer - Name & title						Area code/Teel. No./Extension	
Item		Amount		Appropriation / fund									
		Dollars	Cents										
a. Travel						b. Signature						Date	
b. Per diem													
c. Other (Specify)													
d. (Enter 4 digits in 13 Dollar column TOTAL)						Section E - APPROVALS / CONCURRENCE							
						29a. Authorizing official - Name & title						Area code/Teel. No./Extension	
						b. Signature						Approved	
												Disapproved	
						Section F - CERTIFICATION OR TRAINING COMPLETION							
25. BILLING INSTRUCTIONS (Furnish invoice to):						29a. Authorizing official - Name & title						Area code/Teel. No./Extension	
						b. Signature						Approved	
												Disapproved	

TRAINING FACILITY = Bills should be sent to office indicated in item 25 ! Please refer to number given in item 23 to assure prompt payment.											
----------------------------------------------------------------------------------------------------------------------------------------------------	--	--	--	--	--	--	--	--	--	--	--

Nomination Form
Web Authoring Workshop
October 4 - 8, 2004

Name: _____

Title: _____

Grade: _____

Park Area or Office: _____

Complete Mailing Address: _____

Phone: _____

Fax: _____

eMail address where message may be left for you: _____

--

(Required) What webs site(s) are you responsible for?

How will this training benefit the Government and meet your park's or office's needs?

--

Supervisor's Justification: Please comment of the above remarks and explain how these training needs are critical to this employee and your park or office.

Supervisor's Signature

Date

Manager's Signature

Date